

FROM THE MAGAZINE RACK NO. 85
PAUL FRANCUCH

JUNE 16, 1976

THE LIGHT WAY (FAMILY HEALTH)
PAUL SIMON: SURVIVOR OF THE SIXTIES (SATURDAY REVIEW)
WITH MUSIC INSERTS
THE DAY THE SKY FELL ON THE EGG PEOPLE (ESQUIRE)

ANNCR: HERE IS ----- WITH FROM THE MAGAZINE RACK ...
VOICE OF AMERICA SUMMARIES OF ARTICLES ON TIMELY
TOPICS FROM AMERICAN MAGAZINES. TODAY, FROM FAMILY
HEALTH, SOME ENLIGHTENING TIPS FOR BETTER VISION;
FROM SATURDAY REVIEW A REPORT THAT SAYS FOLK/ROCK
SINGER PAUL SIMON IS STILL A BIG HIT AFTER ALL THESE
YEARS -- WE'LL FIND OUT WHY; AND A LOOK AT SOME
OF THE PROS AND CONS OF EATING CHICKEN EGGS, AS
EXPLAINED IN THE PAGES OF ESQUIRE MAGAZINE.

REPORTER:

HAVE YOUR NECK MUSCLES BEEN THROBBING LATELY AFTER
READING, STUDYING OR DOING OTHER CLOSE WORK? DOES
YOUR HEAD ACHE AND DO YOUR EYES WATER AT THE END OF THE
WORKDAY? DO YOU WONDER WHAT'S CAUSING ALL THIS MISERY?

CHANCES ARE ITS DUE TO POOR LIGHTING, SAYS ANDREA LINNE,
WRITING IN FAMILY HEALTH MAGAZINE. IF YOUR EYES HAVE
BEEN GIVEN A CLEAN BILL OF HEALTH BY A DOCTOR AND YOU'RE
STILL EXPERIENCE THE SYMPTOMS JUST DESCRIBED, IT MAY BE
A BRIGHT IDEA TO LIGHT YOUR LAMPS IN A MANNER SUGGESTED
BY MS. LINNE:

VOICE: "THE RIGHT THING FOR A PARTICULAR ACTIVITY DEPENDS ON
THREE THINGS: 1) THE JOB AT HAND; 2) YOUR IMMEDIATE
WORK AREA; AND 3) YOUR GENERAL SURROUNDINGS. IF YOU'RE

VOICE:

(CONT'D) WORKING WITH SMALL DETAILS THAT CONTRAST POORLY WITH THEIR BACKGROUND -- SUCH AS SEWING WITH DARK THREAD ON DARK CLOTH OR READING SOMETHING WRITTEN WITH PENCIL ON GREY PAPER -- YOU'LL NEED MORE LIGHT THAN IF YOU ARE WORKING WITH LARGE DETAILS THAT CONTRAST WELL WITH THEIR BACKGROUND (SUCH AS READING A CLEAN BLACK-AND-WHITE PAGE)."

REPORTER:

MS. LINNE GIVES SEVERAL POINTS TO REMEMBER IN LIGHTING A WORK AREA. FOR EXAMPLE, IF YOU PLAN TO WORK ON SOMETHING FOR A LONG TIME, USE A MODERATE AMOUNT OF LIGHT -- NOTHING TOO BRIGHT. DIFFERENT WORK AREAS REQUIRE DIFFERENT LIGHTING. BRIGHT LIGHTS, FOR EXAMPLE, HELP WHEN YOU'RE PREPARING FOOD IN THE KITCHEN -- BUT DIM LIGHTS HELP YOU RELAX AROUND THE DINNER TABLE. LOW

OpT.

SETTING ON LAMPS ARE ALSO BETTER FOR HALLWAYS AND STAIRS -- IT'S JUST ENOUGH LIGHT TO PROVIDE SAFE STEPPING.

WHAT ABOUT INCANDESCENT LAMPS VERSUS FLUORESCENT?

SOME PERSONS FEEL UNCOMFORTABLE USING FLUORESCENT LAMPS, POSSIBLY BECAUSE THEY TEND TO "FLICKER." ALSO, FLUORESCENT AND INCANDESCENT LAMPS EMIT ENERGY IN DIFFERENT WAVELENGTH BANDS -- AND THAT, WRITES MS. LINNE, CAUSES OBJECTS TO TAKE ON DIFFERENT COLORS:

VOICE: "BECAUSE INCANDESCENT LAMPS (WHICH PRODUCE A WARM, WHITE LIGHT THAT TENDS TO BE STRONG IN RED, ORANGE OR YELLOW WAVELENGTHS) WERE WIDELY USED BEFORE FLUORESCENT (WHICH PRODUCE A COOL, WHITE LIGHT THAT'S STRONG IN

VOICE: (CONT'D) BLUE AND GREEN WAVELENGTHS), WE'RE MORE FAMILIAR WITH THE APPEARANCE OF OBJECTS UNDER INCANDESCENT LIGHTS."

REPORTER:

OLDER PEOPLE NEED MORE LIGHT THAN YOUNGER PEOPLE.

IN FACT, THE AVERAGE 60-YEAR-OLD NEEDS SEVEN TIMES AS MUCH LIGHT AS THE AVERAGE 20-YEAR-OLD TO DO THE SAME TASK. MS. LINNE EXPLAINS WHY:

VOICE: "THIS NEED FOR MORE LIGHT IS A DIRECT RESULT OF CHANGES IN THE EYE DUE TO AGING, AND IT REQUIRES SOME ALTERATION IN HABITS. OPTOMETRISTS/ ADVISE OLDER PERSONS TO

INCREASE THE AMOUNT OF AVAILABLE LIGHT IN THE ROOM WHERE THEY'RE READING, COOKING OR PLAYING CARDS.

THEY ALSO POINT OUT THAT SINCE AGE YELLOWS THE EYE LENS, AN ELDERLY PERSON MAY FEEL MORE COMFORTABLE UNDER INCANDESCENT (YELLOWISH) LIGHTS THAN UNDER FLUORESCENT (BLUE) LIGHTS."

REPORTER:

AND IN VIEW OF THE ENERGY SHORTAGE, ANDREA LINNE SUGGESTS IN CONCLUDING HER FAMILY HEALTH ARTICLE THAT IT'S BEST NOT TO OVERLIGHT AN ENTIRE ROOM, BUT SHE SAYS: DON'T SKIMP ON LIGHT WHEN YOUR EYES NEED IT.

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TAPE: CUT ONE MUSIC: PAUL SIMON'S "STILL CRAZY AFTER ALL THESE YEARS" "IN FULL FOR :30, FADE UNDER "REPORTER"
AND LOSE BY :38

REPORTER:

PAUL SIMON -- A "POP" TROUBADOUR FOR YOUNG AMERICANS OF THE NINETEEN SIXTIES. THE SONGS HE WROTE AND SANG WITH HIS COLLEAGUE ART GARFUNKEL EXPRESSED THE ALIENATION AND DESPAIR MANY YOUTH EXPERIENCED DURING THAT TURBULENT ERA. THE SIXTIES GENERATED SEVERAL MUSICIANS OF SIMON'S ILK -- LAURA NYRO, JOHN SEBASTIAN, PHIL OCHS AND BUFFY SAINTE-MARIE, TO NAME A FEW. BUT UNLIKE MANY OF HIS CONTEMPORARIES, PAUL SIMON'S MUSICAL CAREER IS STILL ALIVE TODAY.

BRUCE POLLOCK, WRITING IN THE CURRENT EDITION OF SATURDAY REVIEW, ANALYZES THE IMPACT OF THE SINGING POETS OF HIS GENERATION, AND NOTES:

VOICE: "(THEY) WERE NOT ONLY ARTISTS AND LEADERS BUT ALSO PEERS OF OUR REALM; ALL OF THEIR CONSCIOUSNESSES HAD BEEN RAISED IN THE FRANTIC HEYDAY OF OUR MUTUAL BURNING ADOLESCENCE. AT EVERY TURNING POINT OF THE SIXTIES, WE FOUND -- IN THE WORDS OF OUR SUNDRY STREET-CORNER POETS -- A PATH TO FOLLOW, A CODE TO LIVE BY. THAT OUR POETS SPOKE FOR US PROVED BEYOND A DOUBT THERE WAS AN US. IT MADE THE WORLD MORE BEARABLE."

REPORTER:

POLLOCK'S ARTICLE FOCUSES ON "RHYMIN'" PAUL SIMON, A NEW YORKER WHO'S BEEN WRITING TUNES SINCE THE AGE OF 15. HE TEAMED UP WITH ART GARFUNKEL IN THE LATE 1950'S WHILE IN HIGH SCHOOL -- AND TOGETHER, THEY STRUGGLED THROUGH MANY YEARS OF OBSCURITY, TRYING TO ESTABLISH AN IDENTITY IN THE BUDDING FIELD OF FOLK/ROCK MUSIC.

REPORTER:
(CONT'D)

THEIR FIRST SUCCESS ON THE NATIONAL MUSIC CHARTS CAME IN 1965 WITH "THE SOUNDS OF SILENCE" -- A MILLION RECORD SELLING SINGLE WHICH RAISED SIMON AND GARFUNKEL TO THE THRONE OF FOLK/ROCK. A STRING OF NUMBER ONE HITS FOLLOWED, BUT FIVE YEARS LATER, THE PAIR SPLIT UP -- A MOVE WHICH PARALLELED THE DECLINE OF FOLK/ROCK'S POPULARITY. IN POLLOCK'S WORDS:

VOICE: "SIMON IN 1970 ABDICATED HIS SEAT ATOP THE SINGLES EMPIRE HE HAD BUILT WITH GARFUNKEL TO SEEK A SINGULAR IDENTITY. HE GOT MARRIED AND SETTLED DOWN, WITHDRAWING AS (AGE) 30 APPROACHED."

REPORTER:

AT THE TIME, THE WORLD OF ROCK MUSIC WAS IN A STATE OF TRANSFORMATION. THE BEATLES HAD SPLIT UP, SONG POET BOB DYLAN WAS TEMPORARILY OUT OF THE MUSIC SCENE -- DUE PARTIALLY TO A NEAR-FATAL ACCIDENT, AND THE FOLK/ROCK ARTISTS OF THE SIXTIES GENERALLY LOST WITH A NEW GENERATION DANCING TO THE BEAT OF A DIFFERENT DRUM.

BUT PAUL SIMON WAS STILL ALIVE -- WITH NEW SONGS REFLECTING THE INFLUENCE OF, AMONG OTHER THINGS, GOSPEL MUSIC AND WORKS FOR CLASSICAL GUITAR. HIS SONGS ARE AN EXPRESSION OF HIS OWN LIFE, RANGING FROM THE PLAYFUL JAUNTS OF "KODACHROME" TO THE REFLECTIONS OF A CHILDHOOD INDUSTRIAL ENVIRONMENT IN "MY LITTLE TOWN." HIS LYRICS HAVE RUN THE GAMUT IN EXPRESSING THE FEELINGS OF A GENERATION. POLLOCK WRITES THAT PAUL SIMON'S SONGS:

VOICE: "TELL US AS MUCH AS WE NEED TO KNOW ABOUT THE TEN YEARS HE'S BEEN OUT THERE ON THE EDGES OF HIS SENSIBILITY. NOT ONLY IS HE PRODUCING SONGS OF QUALITY, BUT HE'S REMINDING US WHO WE ARE, AS HE SADLY REFLECTS ON THE PAST, SLYLY FLIRTS WITH AFFAIRS, AND FEARS (BUT SECRETLY HOPES) HE MIGHT SOMEDAY LET GO."

REPORTER:

BRUCE POLLOCK CONCLUDES HIS SATURDAY REVIEW ARTICLE BY ASKING PAUL SIMON WHERE HE WILL GO FROM HERE. THE VERSATILE MUSICIAN SAYS HE KNOWS WHAT COULD POTENTIALLY BE -- BUT REACHING THAT PEAK WILL TAKE SEVERAL YEARS MORE WORK. SIMON COMMENTS PHILOSOPHICALLY: "EITHER I'LL GET THERE OR I WON'T -- CHECK BACK IN TEN YEARS AND SEE IF I'VE DONE ANYTHING." IN THE MEANTIME, WE'LL BE LISTENING.

TAPE: CUT TWO: MUSIC -- SIMON'S "STILL CRAZY" SNEAK UNDER LAST SENTENCE (OR SIGNATURE), THEN UP IN FULL TO THE END (RUNS -- :30)

(EDITOR'S NOTE: IF NEEDED, THE COMPLETE SONG "STILL CRAZY AFTER ALL THESE YEARS" FOLLOWS THE ABOVE TAPE INSERTS ON REEL.)

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REPORTER:

THE EGG OF A CHICKEN: IS IT ONE OF THE CHEAPEST AND MOST PROTEIN-PACKED FOODS AVAILABLE TO MAN? OR IS IT A KILLER DISGUISED IN FRIED, SCRAMBLED OR OMELETTE SHAPES? WELL, THE ANSWER IS "YES" TO BOTH QUESTIONS -- DEPENDING ON WHICH AUTHORITY YOU ASK.

REPORTER:

EGGS -- NATURE'S MOST PERFECT, OR IMPERFECT FOOD -- HAVE GENERATED QUITE A STIR HERE IN THE UNITED STATES. THE HISTORY OF THAT CONTROVERSY IS DETAILED IN A RECENT ESQUIRE MAGAZINE ARTICLE BY GERALD ASTOR.

CONSIDER, FIRST, THE PLIGHT OF THE EGG INDUSTRY. FOR AN

EXAMPLE, ASTOR USES THE LARGE PENNFIELD CORPORATION OF EPHRATA, PENNSYLVANIA. THEIR OPERATION EMPLOYS SOME THREE HUNDRED THOUSAND LEGHORN HENS LAYING EGGS SIXTEEN HOURS A DAY. BUT THAT REPRESENTS JUST A FRACTION OF THE EGG BUSINESS OF THE AREA. ASTOR WRITES:

VOICE; "THIS IS EGG COUNTRY: WITHIN A FIFTY-MILE (80 KILOMETERS) RADIUS OF EPHRATA, NINE MILLION HENS ARE A-LAYING, FOR THE BENEFIT OR THE RUIN OF MANKIND."

REPORTER:

THE POPULARITY OF PROTEIN-RICH EGGS PEAKED IN THE UNITED STATES IN 1945, PARTIALLY BECAUSE OF WARTIME MEAT RATIONING. BUT WHEN WORLD WAR II ENDED, AND PROTEIN-RICH MEAT, ESPECIALLY BEEF, BECAME MORE AVAILABLE, EGG CONSUMPTION DROPPED. BUT WHAT THE EGG INDUSTRY FEARED MIGHT REALLY CAUSE ITS DEMISE WAS A STUDY IN THE EARLY 1950'S LINKING CHOLESTEROL WITH HEART DISEASE -- AND EGG YOLK CHOLESTEROL LEVELS ARE EXTREMELY HIGH. CHOLESTEROL IS A FATTY SUBSTANCE WHICH IS NATURALLY PRODUCED BY THE BODY. IT ALSO COMES FROM ANIMAL-BASED FOODS. EXCESS AMOUNTS ARE BELIEVED TO BLOCK BLOOD PASSAGES AND CONTRIBUTE TO HEART DISEASE.

REPORTER:

(CONT'D)

THE AMERICAN HEART ASSOCIATION ALSO LAUNCHED AN ASSAULT ON EGGS, RECOMMENDING THAT PERSONS WITH A "NORMAL" LEVEL OF BLOOD CHOLESTEROL EAT NO MORE THAN THREE EGGS A WEEK. THEN, WRITES ASTOR, CAME THE UNKINDEST CUT OF ALL:

"WHILE THE OVUMITE (EGG) FORCES SAW THEIR FORTUNES DECLINE (ALONG WITH THOSE OF SOME ALLIES -- THE BUTTER, CHEESE AND MILK PRODUCERS), A HORDE OF FOOD BARBARIANS SEIZED THEIR ADVANTAGE, BRAZENLY MARKETING THEIR WARES AT AMERICAN HEART ASSOCIATION MEETINGS OVER THE YEARS. LAST FALL, AMID THE CLUTTER OF BOOTH'S DEMONSTRATING THE NEWEST SURGICAL TOOLS, IMPROVED STRESS CARDIOGRAM MACHINES, HEART PACEMAKERS, TEACHING TECHNIQUES AND OTHER MEDICAL INSTRUMENTATION AND KNOWLEDGE, WERE A NUMBER OF COMPANIES SHOWING OFF PRODUCTS DESIGNED TO LOWER INTAKE OF DIETARY CHOLESTEROL."

REPORTER:

THESE LOW-CHOLESTEROL FACSIMILIES CAME IN THE FORM OF CORN OIL MARGARINES, LOW-CHOLESTEROL "ICE CREAMS," MEAT-SHAPED BREAKFAST FOODS MADE OF SOYBEAN, AND EGG SUBSTITUTES USING ONLY THE EGG WHITES GARNISHED WITH A HOST OF CHEMICALS.

NOW THE EGG PEOPLE ARE FIGHTING BACK.

FORMING AN ORGANIZATION CALLED THE "NATIONAL COMMISSION ON EGG NUTRITION," THE EGG INDUSTRY TOOK ITS CASE TO THE PUBLIC VIA ADVERTISING. IN A SERIES OF ADS RUNNING IN THE WALL STREET JOURNAL AND THE NEW YORK TIMES, THE EGG FORCES SAID SUCH THINGS AS "THERE IS ABSOLUTELY NO SCIENTIFIC EVIDENCE

REPORTER:
(CONT'D)

THAT EATING EGGS IN ANY WAY INCREASES THE RISK OF HEART ATTACKS," AND THAT CHOLESTEROL WAS NEEDED IN THE DIET TO AVOID HEART DISEASE. / THE ADS ALSO CLAIMED THAT CHOLESTEROL-RICH EGGS FORDED "THE BUILDING BLOCK OF SEX HORMONES," AMONG OTHER THINGS.

WHAT ESPECIALLY INFURIATED THE ANTI-CHOLESTEROL PROPONENTS WAS THE STATEMENT CLAIMING NO SCIENTIFIC EVIDENCE LINKED HEART DISEASE WITH CHOLESTEROL LEVELS IN THE BLOOD. THE AMERICAN HEART ASSOCIATION ASKED THE FEDERAL GOVERNMENT TO STOP THE ADVERTISEMENTS. IN ALMOST NO TIME, THE CASE WENT TO COURT. WHAT WAS DECIDED? ASTOR WRITES:

VOICE: "WHEN (THE JUDGE) WEIGHED THE EVIDENCE AND TESTIMONY, HE CONCLUDED THAT IN THIS PARTICULAR QUESTION THE GUILT OF THE DIETARY CHOLESTEROL HAD BEEN PROVED BEYOND REASONABLE DOUBT, JUST AS A JURY NEED ONLY FIND AN INDIVIDUAL ACCUSED OF A CRIME GUILTY BEYOND REASONABLE DOUBT, NOT GUILTY BEYOND ALL DOUBT."

REPORTER:

THAT DECISION WILL PROBABLY BE APPEALED, CONCLUDES GERALD ASTOR IN HIS ESQUIRE ARTICLE. MEANWHILE, MOST AMERICANS KEEP ON EATING EGGS, LEAVING THE ARGUMENT TO THE EXPERTS.

ANNCR: YOU'VE BEEN LISTENING TO FROM THE MAGAZINE RACK ...

VOICE OF AMERICA SUMMARIES OF ARTICLES ON TIMELY TOPICS

FROM AMERICAN MAGAZINES. TODAY, YOU HEARD HOW BETTER LIGHTING

HELPS IMPROVE VISION FROM FAMILY HEALTH; ABOUT THE ENDURING

MUSICAL CAREER OF FOLK/ROCK ARTIST PAUL SIMON IN SATURDAY

REVIEW; AND ABOUT THE FIGHT OVER WHETHER OR NOT MAN BENEFITS

FROM EATING EGGS, AS DETAILED ON THE PAGES OF ESQUIRE

MAGAZINE. JOIN US AGAIN NEXT ----- (AT THIS TIME) FOR

MORE SELECTIONS FROM THE MAGAZINE RACK. YOUR REPORTER

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WJL/PBM